TARGET NEWCOMERS
BEFORE SHOPPING LOYALTIES DEVELOP

Hear from a current sponsor...

“The Champaign Park District strives to serve all members of the community through programming, events, and open spaces. It is especially important to reach out to new members of the Champaign area who may not know the vast offerings we provide! The Community Welcome Service helps us expand our reach and better serve C-U.” - Champaign Park District

Become a sponsor of the Community Welcome Service program through the Champaign County Chamber of Commerce. Promote yourself to new Champaign County residents and receive essential demographic data that can be used for strategic and targeted marketing for your business. These residents receive gift boxes within a few weeks of arrival with information about the area, as well as coupons, free gifts and brochures provided by the program’s sponsors.

HOW DO I GET SIGNED UP?
To take advantage of this program, contact Karly Combest at the Chamber, 217.359.1791 or KarlyC@champaigncounty.org.
Dear Chamber Members,

We are pleased to provide your company with the third annual Trends Report. This publication is designed to provide our members with information and data that can be used in your daily business decision making.

One of the biggest challenges facing all business owners and managers is making the right decisions to grow your companies; expand your products and/or improve your services.

Using data, understanding trends, understanding the local marketplace and local demographics can be helpful to your company as you strategically plan for the future of your business.

Please take time to review the information provided. Our goal is to provide our members with data on an ongoing basis to help your company. Please take time to reach out to us and let us know if we are missing information that would be invaluable to your particular industry?

We want to know what you need in order to help support those gut-made decisions – backed with data. Your feedback is encouraged to LauraW@champaigncounty.org.

We hope you find the Trends Publication helpful to your company.

Sincerely,

Laura Weis
President & CEO
**CHAMPAIGN COUNTY TAXES**

<table>
<thead>
<tr>
<th>Property Tax</th>
<th>2 percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Tax</td>
<td>State + County + City</td>
</tr>
<tr>
<td>Urbana</td>
<td>6.25</td>
</tr>
<tr>
<td>Champaign</td>
<td>6.25</td>
</tr>
<tr>
<td>Rantoul</td>
<td>6.25</td>
</tr>
<tr>
<td>Ogden</td>
<td>6.25</td>
</tr>
<tr>
<td>Savoy</td>
<td>6.25</td>
</tr>
<tr>
<td>Saint Joseph</td>
<td>6.25</td>
</tr>
<tr>
<td>All other cities</td>
<td>6.25</td>
</tr>
</tbody>
</table>

**COST OF LIVING: SURROUNDING COUNTIES 2014**

*The United States is the index. It serves as a reference point.*

- **United States:** $1.00
- **Champaign:** $0.91
- **McLean:** $0.96
- **Vermilion:** $0.83
- **Peoria:** $0.87
- **DuPage:** $1.18

*WHAT THIS MEANS:*
Based off one dollar ($1.00) of what an average American spends on goods and services, The Cost of Living Index tells how much that same dollar will get you in your area. Say a gallon of milk costs $4.00 on average in America, that same gallon of milk will cost $3.64 based off the Cost on Living Index in Champaign County.
INCOME & POVERTY


QUICK FACTS

*Income measured by annual mean wage

$25,713 Per Capita Income

$45,808 Median Household Income

INCOME BY OCCUPATION*

<table>
<thead>
<tr>
<th>OCCUPATION</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business &amp; Finance</td>
<td>$62,990</td>
<td>$62,770</td>
</tr>
<tr>
<td>Education &amp; Training</td>
<td>$77,590</td>
<td>$55,580</td>
</tr>
<tr>
<td>Architecture &amp; Engineering</td>
<td>$77,290</td>
<td>$72,320</td>
</tr>
<tr>
<td>Healthcare Practitioners</td>
<td>$72,070</td>
<td>$61,970</td>
</tr>
<tr>
<td>Life, Physical, &amp; Social Sciences</td>
<td>$69,580</td>
<td>$63,650</td>
</tr>
<tr>
<td>Computers &amp; Mathematics</td>
<td>$77,290</td>
<td>$75,500</td>
</tr>
<tr>
<td>Construction &amp; Extraction</td>
<td>$55,640</td>
<td>$56,180</td>
</tr>
<tr>
<td>Protective Services</td>
<td>$54,730</td>
<td>$54,730</td>
</tr>
<tr>
<td>Management</td>
<td>$92,030</td>
<td>$90,780</td>
</tr>
<tr>
<td>Arts, Entertainment, Sports, &amp; Media</td>
<td>$48,050</td>
<td>$46,830</td>
</tr>
<tr>
<td>Installation, Maintenance &amp; Repair</td>
<td>$41,640</td>
<td>$43,810</td>
</tr>
<tr>
<td>Community &amp; Social Services</td>
<td>$38,330</td>
<td>$44,100</td>
</tr>
<tr>
<td>Office &amp; Administrative Support</td>
<td>$35,690</td>
<td>$33,130</td>
</tr>
<tr>
<td>Production</td>
<td>$35,630</td>
<td>$34,920</td>
</tr>
<tr>
<td>Healthcare Support</td>
<td>$33,720</td>
<td>$29,430</td>
</tr>
<tr>
<td>Sales</td>
<td>$33,190</td>
<td>$33,400</td>
</tr>
<tr>
<td>Transportation</td>
<td>$32,110</td>
<td>$32,720</td>
</tr>
<tr>
<td>Building Cleaning &amp; Maintenance</td>
<td>$28,400</td>
<td>$27,190</td>
</tr>
<tr>
<td>Personal Care &amp; Services</td>
<td>$25,650</td>
<td>$25,240</td>
</tr>
</tbody>
</table>
**CHAMPAIGN COUNTY STATISTICS**

- **2010 Labor Force**: 106,393
- **2006 - 102,215**
- **2000 - 100,969**
- **2014 Outside Commuters**: 32,800
- **2014 Work and Live in Champaign**: 54,489
- **2014 Startups**: 158
- **2014 Job Opportunities**: 87,367

**WORKFORCE READINESS**

For every job that requires a master's degree, there are **two** professional jobs requiring a university degree, and **seven** jobs requiring a one-year certificate or a two-year degree.

Nationally, in 2012 an estimated **3 million** jobs went unfilled due to skills gap. By 2018 it is expected to be **7 million** jobs.

An increase in skilled workers would reduce unemployment **2-3 percent**.

*WHAT THIS MEANS:* Comparing these numbers to “Population” (pgs 8 and 9), there is a direct correlation between jobs and workforce readiness to population growth. A strong economy and skilled workforce lead directly to more population in Champaign County.
GRADUATION RATES

Percentage of high school graduates =  
Percentage of Bachelor’s degree or higher =  


STUDENT DEMOGRAPHIC BY DISTRICT (2013-2014)

NUMBER OF STUDENTS (2013-2014)

Champaign Unit 4  9,439
Mahomet-Seymour School District 3  2,980
Rantoul School District 137  4,077
St. Joseph School District 169  2,421
Tolono CUSD 7  1,386
Urbana School District 116  1,731
### POPULATION BY COUNTY

<table>
<thead>
<tr>
<th>County</th>
<th>2014</th>
<th>2013</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Champaign</td>
<td>207,133</td>
<td>204,897</td>
<td>203,276</td>
<td>202,405</td>
</tr>
<tr>
<td>DeWitt</td>
<td>16,284</td>
<td>16,420</td>
<td>16,463</td>
<td>16,528</td>
</tr>
<tr>
<td>Douglas</td>
<td>19,889</td>
<td>19,887</td>
<td>19,853</td>
<td>19,889</td>
</tr>
<tr>
<td>Ford</td>
<td>13,688</td>
<td>13,832</td>
<td>14,008</td>
<td>13,969</td>
</tr>
<tr>
<td>McLean</td>
<td>174,061</td>
<td>174,647</td>
<td>172,281</td>
<td>170,739</td>
</tr>
<tr>
<td>Piatt</td>
<td>16,431</td>
<td>16,433</td>
<td>16,504</td>
<td>16,681</td>
</tr>
</tbody>
</table>

### POPULATION PERCENT CHANGE 2010 - 2014

- **Champaign**: +3%
- **DeWitt**: -1.7%
- **Douglas**: -0.5%
- **Ford**: -2.8%
- **McLean**: +2.6%
- **Piatt**: -1.8%

*WHAT THIS MEANS:
While many communities in Central Illinois and statewide have seen population decreasing, more residents are moving to and staying in Champaign County. In fact, according the NerdWallet, Champaign County is the third fastest growing community in Illinois.*
CHAMPAIGN COUNTY STUDENTS AT UIUC

*WHAT THIS MEANS:
Since the peak in 2004, students who are from Champaign County have been on a sharp decline at the University of Illinois over the past 10 years down to a near all time low.

Source: University of Illinois at Urbana-Champaign Division of Management Information
Demographics

POLITICAL ASSOCIATION

- 58% Independent
- 27% Democrat
- 15% Republican

RACE

- 70% White
- 13% Asian
- 10% Black
- 7% Hispanic

AGE

- 65% Over 65
- 19% 18 - 65
- 6% Under 18
- 10% Under 5

SEX

- 50% Men
- 50% Women

Source: US Census Bureau 2014

2010 DEMOGRAPHICS

Political association:
- Republican - 26.5%
- Democrat - 14%
- Independent - 59.5%

Race:
- White - 75%
- Black - 12%
- Hispanic - 4%
- Asian - 9%

Sex:
- Women - 50%
- Men - 50%
FOREIGN DIRECT INVESTMENT (FDI) LOCATION DRIVERS IN US:

Demographics

- Ability to Develop Skills Locally
- Quality of Local Community/Vo-Tech
- Presence of Other Companies with Similar Skill Sets
- Ability to Attract Talent from Outside the Local Market
- Living Conditions that attract and retain talent
- Diversity of Companies and Job
- Training Programs and Incentives
- Quality of Local Universities
- Salary and Wages
- Quality of Local Primary Education

*Attributes that best indicate an area’s ability to provide and sustain a skilled and sufficient workforce

Economic development

- Competitive strengths expected to drive domestic and FDI location investment to the US

ATTRACTION COMMUNITY WORKFORCE ATTRIBUTES:

- Market Access/Logistics
- Availability of Skills/Technical Talent
- Energy Costs
- Total Operating Costs
- Low Business Risk
- IP and Legal Protection
- Quality Infrastructure
- Tax Climate
- Real Estate
- Labor Costs
- State and Local Incentives
- Regulatory Environment
- Living Conditions
- Business Services and Amenities

*Attributes that best indicate an area’s ability to provide and sustain a skilled and sufficient workforce
CHAMPAIGN COUNTY HOUSING SALES

*WHAT THIS MEANS:
Champaign County's housing market has been on a steady incline on par with the rest of the nation recovering from the 2008 housing bubble crash. While 2015 is projected to see slightly fewer houses sold, prices and listings are up 30 percent or nearly $40,000 per home sold.

CHAMPAIGN COUNTY FORECLOSURES 2014 - 2015
### Top Chamber Employers

<table>
<thead>
<tr>
<th>Employer</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Illinois at Urbana-Champaign</td>
<td>19,844</td>
</tr>
<tr>
<td>Carle Foundation</td>
<td>4,500</td>
</tr>
<tr>
<td>Carle Physician Group</td>
<td>1,920</td>
</tr>
<tr>
<td>Unit 4 School District</td>
<td>1,280</td>
</tr>
<tr>
<td>Kraft Foods Inc.</td>
<td>1,203</td>
</tr>
<tr>
<td>Presence Covenant Medical Center</td>
<td>1,000</td>
</tr>
<tr>
<td>Champaign County</td>
<td>825</td>
</tr>
<tr>
<td>Christie Clinic</td>
<td>771</td>
</tr>
<tr>
<td>Urbana School District #116</td>
<td>675</td>
</tr>
<tr>
<td>Plastipak Packaging</td>
<td>650</td>
</tr>
</tbody>
</table>

---

**Champaign County Quick Facts**

- **16.5%** of people fall in the 20-24 age bracket.
- **29.7** is the overall median age, the *youngest* in all 102 Illinois counties.
- **66%** of people over the age of 85 are women.

Sources: US Census Bureau 2014, The News-Gazette
Tourism supports local jobs and puts money into the pockets of residents. Visitors create millions in direct visitor spending.

<table>
<thead>
<tr>
<th>Year</th>
<th>Illinois travel &amp; tourism saves the average household on taxes</th>
<th>Tourism generates payroll</th>
<th>Increases spending in direct visitor spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>$1,300 saved in taxes</td>
<td>2,570 jobs created</td>
<td>$323.5M in direct visitor spending</td>
</tr>
<tr>
<td>2013</td>
<td>$1,300 saved in taxes</td>
<td>2,520 jobs created</td>
<td>$306.6M in direct visitor spending</td>
</tr>
<tr>
<td>2012</td>
<td>$1,100 saved in taxes</td>
<td>2,500 jobs created</td>
<td>$298.5M in direct visitor spending</td>
</tr>
<tr>
<td>2011</td>
<td>$1,100 saved in taxes</td>
<td>2,460 jobs created</td>
<td>$283M in direct visitor spending</td>
</tr>
</tbody>
</table>

In 2014, Champaign County’s Visitor industry brought $5.3 million in local tax revenue.
ECONOMIC GARDENING

Sources: Edward Lowe Foundation, YourEconomy.org

WHAT IS ECONOMIC GARDENING?

• Helps existing companies in the community grow larger
• Offers those companies critical strategic information that is customized to their needs
• It is about leveraging research using sophisticated business intelligence tools and databases that growth companies either aren’t aware of or cannot afford

WHY IS IT IMPORTANT?

Between 1995 and 2012, second-stage companies represented only 11.6 percent of U.S. establishments, but generated nearly 34.5 percent of jobs and about 34.5 percent of sales according to YourEconomy.org.

TOTAL STARTUP ESTABLISHMENTS:

in Champaign County

2009 2010 2011 2012 2013

-4,000 -2,000 0 2,000 4,000

Net: 53 new

STARTUPS JOB GROWTH:

in Champaign County

2009 2010 2011 2012 2013

3000 2000 1000 0 1000 2000

Net: 1819 new

NEW STARTUPS TO JOBS CREATED:

2009 2010 2011 2012 2013

Supporting these growth entrepreneurs means positive payoffs when it comes to economic growth and prosperity. Economic Gardening also provides a key balance between company attraction and small business support, and growing from within and supporting existing second-stage businesses.
Transportation and infrastructure are vital to a robust economy. Locally, our transportation system has seen exponential growth, with mass transit ridership increasing every year the past five years and our commute time being well below the national average. In fact, according to Obrella.com, the City of Champaign is the 7th best commuter city in Illinois and Urbana is the 8th best commuter city in Illinois.

**COMMUTE TIME**
National Average: 25 minutes

**ANNUAL FLIGHTS** out of Champaign-Urbana Willard Airport

<table>
<thead>
<tr>
<th>Year</th>
<th>Flights</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>6,813</td>
</tr>
<tr>
<td>2010</td>
<td>5,235</td>
</tr>
<tr>
<td>2012</td>
<td>4,614</td>
</tr>
<tr>
<td>2015</td>
<td>4,664</td>
</tr>
</tbody>
</table>

**WHAT THIS MEANS:**
Transportation and infrastructure are vital to a robust economy. Locally, our transportation system has seen exponential growth, with mass transit ridership increasing every year the past five years and our commute time being well below the national average. In fact, according to Obrella.com, the City of Champaign is the 7th best commuter city in Illinois and Urbana is the 8th best commuter city in Illinois.

**COMMUTE MODE**

- **WALK - 8.74%**
- **BIKE - 2.52%**
- **MASS TRANSIT - 6.1%**
- **CAR POOL - 9.43%**
- **AUTO (ALONE) - 68.34%**
- **WORK AT HOME - 4.87%**

**C-U MTD RIDERSHIP**

<table>
<thead>
<tr>
<th>Year</th>
<th>Rides per Fiscal Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY10</td>
<td>10,134,194</td>
</tr>
<tr>
<td>FY11</td>
<td>10,549,120</td>
</tr>
<tr>
<td>FY12</td>
<td>11,107,631</td>
</tr>
<tr>
<td>FY13</td>
<td>12,028,172</td>
</tr>
<tr>
<td>FY14</td>
<td>13,309,332</td>
</tr>
<tr>
<td>FY15</td>
<td>13,551,784</td>
</tr>
</tbody>
</table>
Agriculture is a thriving industry in Champaign County with land values on a steady incline while farm sizes are growing and yields are increasing. In fact, according to the USDA, corn and soybean yields in Illinois are the highest ever on record.

**LAND VALUES SUMMARY BY CLASS**

<table>
<thead>
<tr>
<th>Farmland Classification</th>
<th>Total Value per Acre</th>
<th>Change from prior yr.</th>
<th>Avg. Rent Cost per Acre</th>
<th>Change from prior yr.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>$10,400 - $12,800</td>
<td>5-10%</td>
<td>$360</td>
<td>10%</td>
</tr>
<tr>
<td>Good</td>
<td>$7,500 - $10,200</td>
<td>5-10%</td>
<td>$320</td>
<td>10%</td>
</tr>
<tr>
<td>Average</td>
<td>$6,500 - $8,200</td>
<td>5-10%</td>
<td>$275</td>
<td>No change</td>
</tr>
</tbody>
</table>

*WHAT THIS MEANS:* Agriculture is a thriving industry in Champaign County with land values on a steady incline while farm sizes are growing and yields are increasing. In fact, according to the USDA, corn and soybean yields in Illinois are the highest ever on record.
2014-2015 Recognitions

- 32nd: ranked as one of the best cities for Black entrepreneurs (Champaign-Urbana)
  GoodCall

- 15th: university degrees that are most likely to land you a job in Silicon Valley (University of Illinois at Urbana-Champaign)
  Business Insider

- 25th: 2015 Best Places in the U.S. for EMTs and Paramedics, out of 750 total cities assessed (Champaign-Urbana)
  GoodCall

- 6th: among top community colleges in Illinois for student success rates (Parkland College)
  Reboot Illinois
www.champaigncounty.org

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Tools for Business Success
Job Bank Postings
Coupon Listings
Event Calendar Access
Ad Opportunities

avg. 6,500+ visitors/month
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